

**BRAND-NAME RECOGNITION**

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**ABSTRACT OF THE DISCLOSURE**

A method and system allowing the assessment of the  
5 strength of at least one mark relative to at least one other  
mark. In one embodiment, a method includes but is not limited  
to displaying at least two marks as activation mechanisms for  
a print-shopping-list command, and determining relative  
consumer awareness of the at least two marks by maintaining an  
10 accounting of the number of times each of the at least two  
marks is activated. In one embodiment, a system includes but  
is not limited to hardware and/or software effecting the  
method.

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